

## USDA AWARDS OVER \$8 MILLION UNDER EMERGING MARKETS PROGRAM

WASHINGTON, Oct. , 2010—The U.S. Department of Agriculture today announced that 83 agricultural trade promotion projects received \$8.3 million in fiscal year (FY) 2010 funding to promote overseas market access for U.S. food and agriculture. The funding was provided under USDA’s Emerging Markets Program (EMP). The EMP, administered by the Foreign Agricultural Service, assists U.S. private and public organizations in improving market opportunities for U.S. agricultural products in low- to middle-income countries with market potential. Program funding can be used for technical assistance, such as activities that focus on trade capacity building or addressing technical barriers to trade. The EMP has a cost-sharing requirement.

This year’s funding recipients include universities, state and federal agencies, trade groups, and nonprofit organizations. Their projects will be conducted in Africa, the Caribbean, Central and South America, Eurasia, and the Middle East.

All applications undergo a competitive review process that evaluates the quality of the proposal, its likelihood to succeed, and the applicant’s knowledge of the market in the region. Qualification requirements include cost sharing, market analysis, and justification for federal funding.

<b>EMERGING MARKETS PROGRAM</b>		
<b>Projects Approved for Funding: Fiscal Year 2010</b>		
<b>MARKET</b>	<b>ACTIVITY TITLE</b>	<b>FUNDING</b>
Bangladesh	Cotton USA Technical Assistance Initiative in Bangladesh for the Cotton Council International	\$200,000
Brazil	Brazil Craft Beer School Seminars for the Brewers Association	\$30,000
Brazil	Market Feasibility Study of Brazil for the Alaska Seafood Marketing Institute	\$15,041
China	Food Consumption in China's Second-Tier Cities: The New Frontier for U.S. Agricultural Export Opportunities for the University of Florida	\$468,600
China	Exporting U.S. Dairy Genetics to China for Cooperative Resources International	\$277,632
China	Hotel, Restaurant and Institutional Sector Development for USDA/Foreign Agricultural Service/Chengdu	\$212,000
China	Distributor Development Program for Emerging City Markets for USDA/Foreign Agricultural Service	\$183,000
China	Global Food Safety Forum: China Exchange for the GIC Group	\$174,431
China	Phase Three of the China Moon Cake Project for the California Agricultural Export Council	\$120,000
China	Fresh Produce in China: Identifying Logistic Constraints and Consumer Trends for SIAM Professionals, LLC.	\$101,011

China	Turkey Market Development in China - Expanding Demand for U.S. Turkey in China by Increasing its Use in Local Cuisine for the Minnesota Department of Agriculture/Agricultural Marketing Service	\$90,000
China	China Familiarization Tour of Organic Farms, Retail and Processors for the Organic Trade Association	\$90,000
China	China Pecan Project for the Georgia Pecan Growers Association	\$70,800
China	Implementation of Science-based Principles in Risk Management for USDA/Foreign Agricultural Service	\$52,560
China	Assessment of exports of Hawaii fresh and processed agricultural products to China markets under a Memorandum of Understanding (MOU) with the Chinese Ministry of Commerce (MOFCOM), Beijing International Brand Management Center (BIBMC) for the Hawaii Department of Agriculture	\$45,734
China	China Beer Distributors Education Program for the Brewers Association	\$35,000
China	Assessment of China as a new emerging market for Hawaii agricultural products for the Hawaii Department of Agriculture	\$34,084
China	China Food Safety Law Training for USDA/Foreign Agricultural Service	\$27,406
China	Reverse Trade Mission of Chinese Tanneries for the U.S. Hides, Skins & Leather Association	\$14,400
Egypt	Food and Drug Administration (FDA) Middle East and North Africa Food Safety Workshop for Regulators for USDA/Foreign Agricultural Service	\$4,690
El Salvador	U.S. Rice Market Research for the U.S. Rice Producers Association	\$31,000
Ghana	Ghana Lake Volta Soy in Aquaculture Program for the American Soybean Association	\$96,475
Global Emerging Markets	Exploratory Market Research to Identify Opportunities and Launch Preliminary Trade Servicing, Education and/or Promotional Activities in Emerging Markets for the U.S. Apple Export Council	\$259,000
Global Emerging Markets	Exporting Genomic Proven U.S. Dairy Genetics Enhancing Producer Product Knowledge Demonstrating U.S. Genomic Sire Proofs and the New Generation of Dairy Sires for Cooperative Resources International	\$206,100
Global Emerging Markets	Global Pesticide Tolerance Initiative for US Specialty Crops: Technical and Policy Guidance to Emerging Markets for USDA/Foreign Agricultural Service	\$196,770
Global Emerging Markets	Technical Support for U.S. Seed Potato Exports Introduction of Cut Seeds to Foreign Markets for the National Potato Promotion Board	\$195,000
Global Emerging Markets	Foreign Country Audits of U.S. Red Meat Facilities for the U.S. Meat Export Federation	\$184,400
Global Emerging Markets	Worldwide Market Development for the Northwest Wine Promotion Coalition	\$60,000
Global Emerging Markets	Access and Benefit Sharing (ABS) for Genetic Resources Used in U.S. Food and Agriculture Exports for USDA/Foreign Agricultural Service	\$55,566
Global	Translations of Foreign World Trade Organization Sanitary and	\$52,000

Emerging Markets	Phytosanitary and Technical Barriers to Trade Notifications for USDA/Foreign Agricultural Service	
Global Emerging Markets	Advancing U.S. Positions On Pesticide Regulatory Standards for USDA/Foreign Agricultural Service	\$9,880
Guatemala	U.S. Rice Market Research for the U.S. Rice Producers Association	\$31,000
India	India Food Safety Seminars for USDA/Foreign Agricultural Service	\$89,175
India	Reverse Trade Mission for Retailers and Wholesalers from India for the Produce Marketing Association	\$75,438
India	India Export Market Opportunity Assessment and Familiarization Tour for the Organic Trade Association	\$75,000
India	India Retail Education Activities Reverse Mission Retail Training Seminars for the Pear Bureau Northwest	\$60,000
India	India Pecan Project for the Georgia Pecan Growers Association	\$55,200
Indonesia	Indonesia - U.S. Partnership: Agricultural Technology and Investment Forum for the Texas A&M Norman Borlaug Institute	\$51,000
Indonesia	Technical Assistance for the Republic of Indonesia's National Agency for Drug and Food Control (BPOM) to Better Understand the United States' System to Ensure the Safety of Processed Foods for USDA/Foreign Agricultural Service	\$41,014
Indonesia	Product Introduction, Care and Handling and Merchandising Technique Seminars for Fresh Sweet Cherries for the Washington State Fruit Commission	\$14,000
Iraq	Trade Mission to Iraq for USDA/Foreign Agricultural Service	\$137,352
Jamaica	U.S. Technical and Regulatory Orientation for Jamaican Food Import Authorities for USDA/Foreign Agricultural Service/Dominican Republic	\$17,676
Malaysia	Agricultural Biotechnology Outreach to Malaysian Officials for USDA/Foreign Agricultural Service/Kuala Lumpur	\$130,535
Malaysia	Technical Workshop on Coated Foods Applications for the USA Dry Pea and Lentil Council	\$56,086
Mongolia	2010 "Microbiology" and "International Residue" training seminars for international government laboratory officials for USDA/Foreign Agricultural Service/Beijing	\$21,650
Mongolia	Food Safety and Inspection Service Meat and Poultry Inspection Seminar for USDA/Foreign Agricultural Service/Beijing	\$21,650
Nigeria, Senegal, Cameroon	Increasing Access to U.S. Soy Products in Nigeria, Senegal and Cameroon for the American Soybean Association	\$250,000
Pakistan	U.S. Soy Food Product Promotion in Pakistan for the American Soybean Association	\$152,224
Pakistan	Opening Pakistan to U.S. Dairy and Genetics for World Wide Sires, LTD.	\$111,755
Philippines	Philippines Agricultural Biotechnology Regulatory Outreach for USDA/Foreign Agricultural Service/Manila	\$63,584
Poland	Second Phase of Market Development in Poland for California Almonds for the Almond Board of California	\$100,000

Regional: Asia-Pacific Economic Corporation (APEC)	Asia-Pacific Economic Cooperation (APEC) High Level Policy Dialogue Workshop on Approaches and Tools to Promote Investment in Agricultural Biotechnology, Commonly Called the APEC Toolbox for USDA/Foreign Agricultural Service	\$153,936
Regional: APEC	APEC Export Certification Round Table for USDA/Foreign Agricultural Service	\$108,800
Regional: APEC	APEC High Level Policy Dialogue on Agricultural Biotechnology for USDA/Foreign Agricultural Service	\$187,174
Regional: Caribbean Basin	Central American Microbiological Standards Program for USDA/Foreign Agricultural Service	\$142,356
Regional: Caribbean Basin	Maintaining Access for U.S. Exports to the Caribbean for USDA/Foreign Agricultural Service	\$96,270
Regional: Caribbean Basin	Caribbean Food Safety Program for USDA/Foreign Agricultural Service	\$93,300
Regional: Central America- Dominican Republic Free Trade Agreement (CAFTA-DR)	Food Safety Standard-Setting Training for Participants in CAFTA-DR for USDA/Foreign Agricultural Service	\$97,400
Regional: Latin America	Furthering Approvals of Genetically Modified Plants Through Promotion of Data Transportability for the ILSI Research Foundation	\$413,785
Regional: Latin America	U.S. Outreach Effort to Influence Negotiation by Parties to the Cartagena Protocol for Biosafety (CPB) for USDA/Foreign Agricultural Service	\$157,378
Regional: Latin America	IICA Workshop for Latin America Countries on the Annex (LLP Annex) to the Codex Guideline for the Conduct of Food Safety Assessment of Foods Derived from Recombinant-DNA-Plants for USDA/Foreign Agricultural Service	\$72,140
Regional: Latin America	Promotion of Consumer-Oriented Agricultural Product for Latin America through the International Supermarket Management Class for IGA International, Inc.	\$56,462
Regional: Latin America, Caribbean Basin	Western Hemisphere Codex Delegates Colloquium for USDA/Foreign Agricultural Service	\$103,310

Regional: Latin America, Caribbean Basin	Enhancing Latin American and Caribbean Participation in Codex for USDA/Foreign Agricultural Service	\$100,000
Regional: Southeast Asia	Southeast Asia Fruit and Vegetable (FV) Consumer Trends Preferences Research for the Washington Apple Commission	\$223,218
Regional: Southeast Asia	Increasing Understanding of U.S. and International Flavor Safety Evaluation Processes for the Flavor and Extract Manufacturers Association	\$137,850
Regional: Southeast Asia	Baking with Pea Flour in Southeast Asia for the USA Dry Pea and Lentil Council	\$63,573
Regional: Southeast Asia	Nutritional and Technical Information on Dry Beans for Southeast Asian Buyers for the U.S. Dry Bean Council	\$46,820
Regional: Southeast Asia	Second phase of U.S. Dairy In Selected Asian Bakery Markets Project for the California Milk Advisory Board	\$37,667
Russia	Review of U.S. Poultry Slaughter and Cold Storage Facilities for the USA Poultry and Egg Export Council	\$120,000
Russia	Russia Retail Education Activities Reverse Mission Retail Training Seminars for the Pear Bureau Northwest	\$87,200
Russia	Research to Identify Opportunities and Launch Trade Servicing, Education, and Promotion in Russia for the California Prune Board	\$70,000
Russia	U.S.-Russia Bilateral Consultative Mechanism on Biotechnology Technical Exchange Meeting for USDA/Foreign Agricultural Service	\$26,342
South Africa, Mauritius, Zimbabwe, Mozambique	Southern Africa Biotechnology Outreach for South Africa, Mauritius, Zimbabwe, Mozambique for USDA/Foreign Agricultural Service/Pretoria	\$109,265
Sri Lanka	Prospecting for U.S. feedstuff and Soymeal Sales in Sri Lanka for the Iowa Soybean Association	\$84,206
Sri Lanka	Biotechnology Training for Senior Level Sri Lankan Officials for USDA/Foreign Agricultural Service	\$5,000
Thailand	Thailand Importer Developer Program the Southern United States Trade Association	\$185,535
Thailand	Technical Support to U.S. Frozen Potato Tariff Reduction Efforts in Thailand for the National Potato Promotion Board	\$84,235
Thailand	Restrictive Labeling Requirements for Alcoholic Beverages to Thailand for USDA/Foreign Agricultural Service	\$36,450
Turkey	Biotech Speakers for Istanbul Seminar and Public Relations for USDA/Foreign Agricultural Service/Ankara	\$38,680
Turkey	U.S. Dairy Genetics to Turkey, Overcoming Unjustifiable Regulatory	\$22,551

	Barriers for the National Association of Animal Breeders	
Turkey	Expanding Indiana Hardwood Exports in Turkey for the Indian State Department of Agriculture	\$20,900
Vietnam	Vietnamese Wet Blue Buyers Team to the U.S. for the Leather Industries of America	\$32,450
<b>TOTAL</b>		<b>\$8,361,172</b>

**Fiscal Year 2010 Emerging Markets Program Allocations**

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